GHRC Web Improvements

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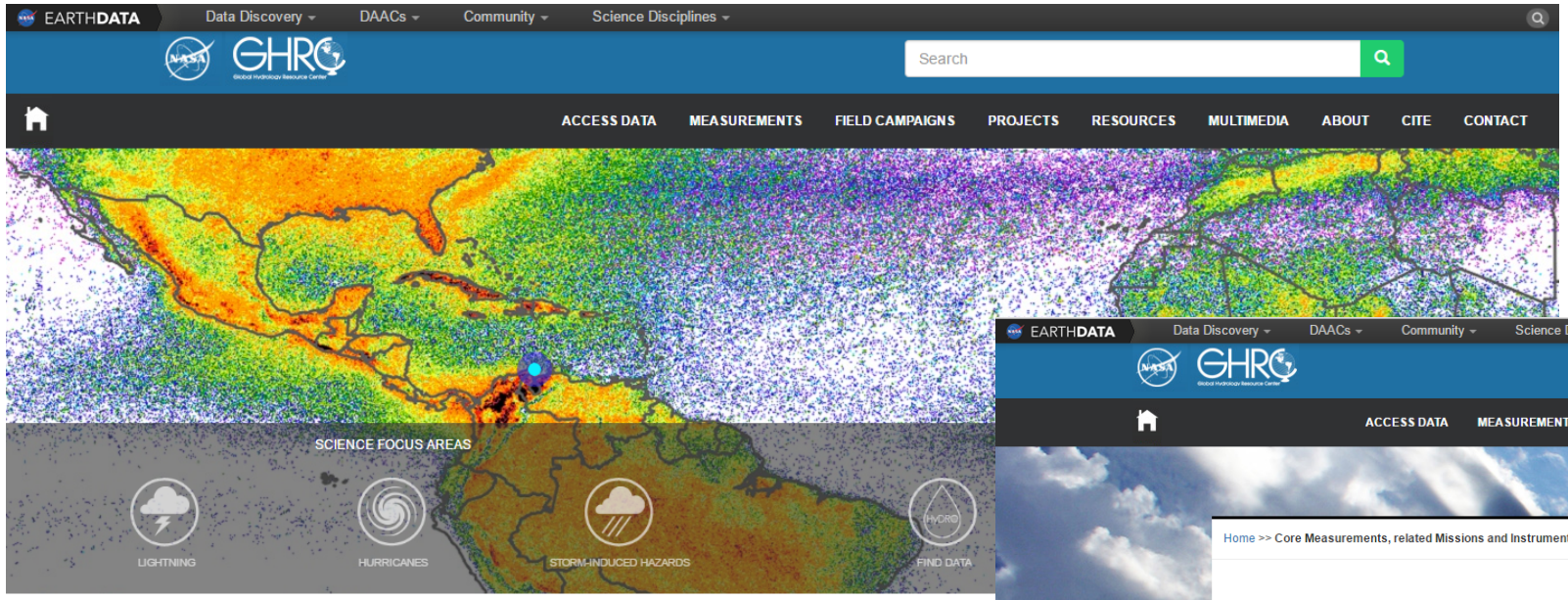
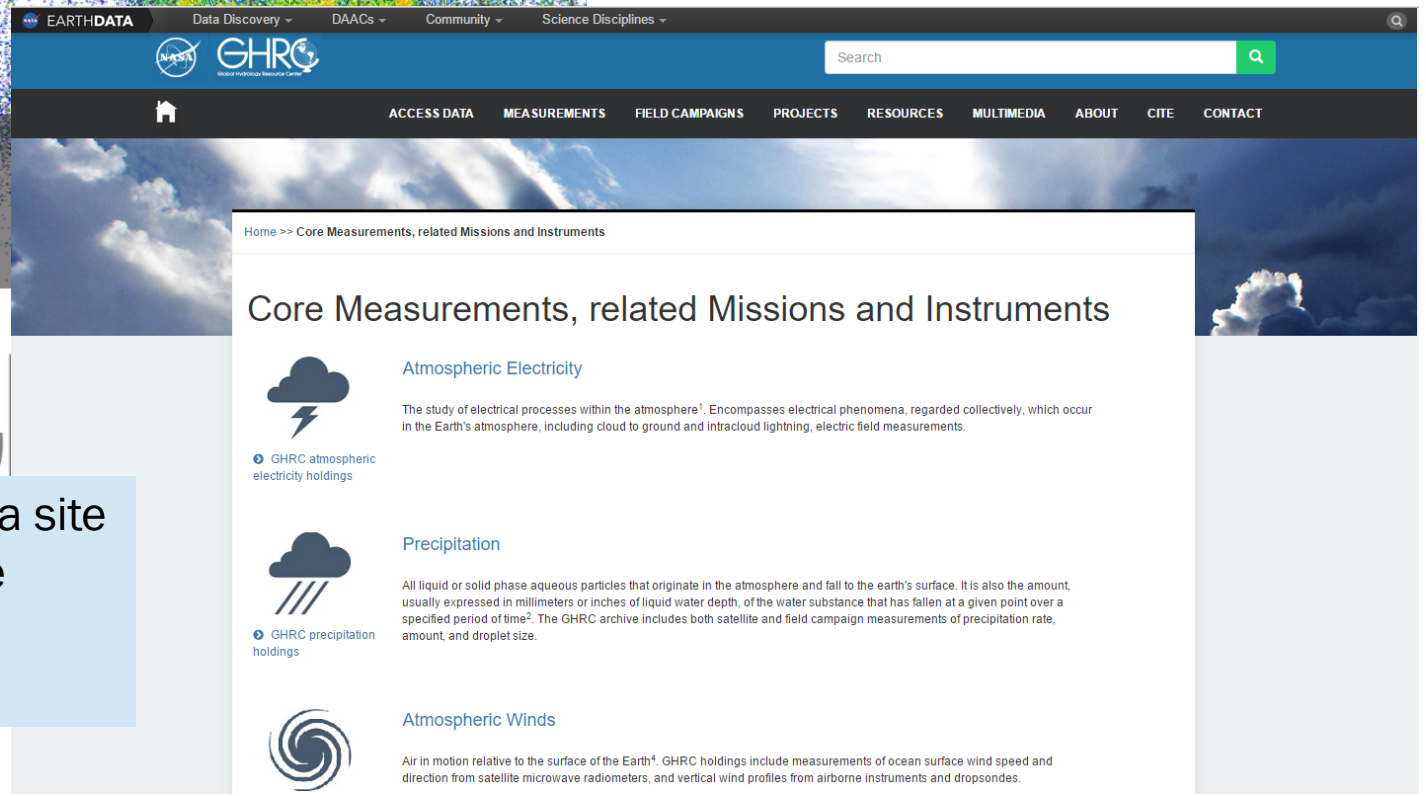
THE UNIVERSITY OF ALABAMA IN HUNTSVILLE

Goals for Past Year

- Improve site design and mobile functioning
- Add new content
- Continue to improve existing site content and flow
- Continue migration to Drupal of static pages
- Improve our understanding of user metrics
- Increase visibility of GHRC

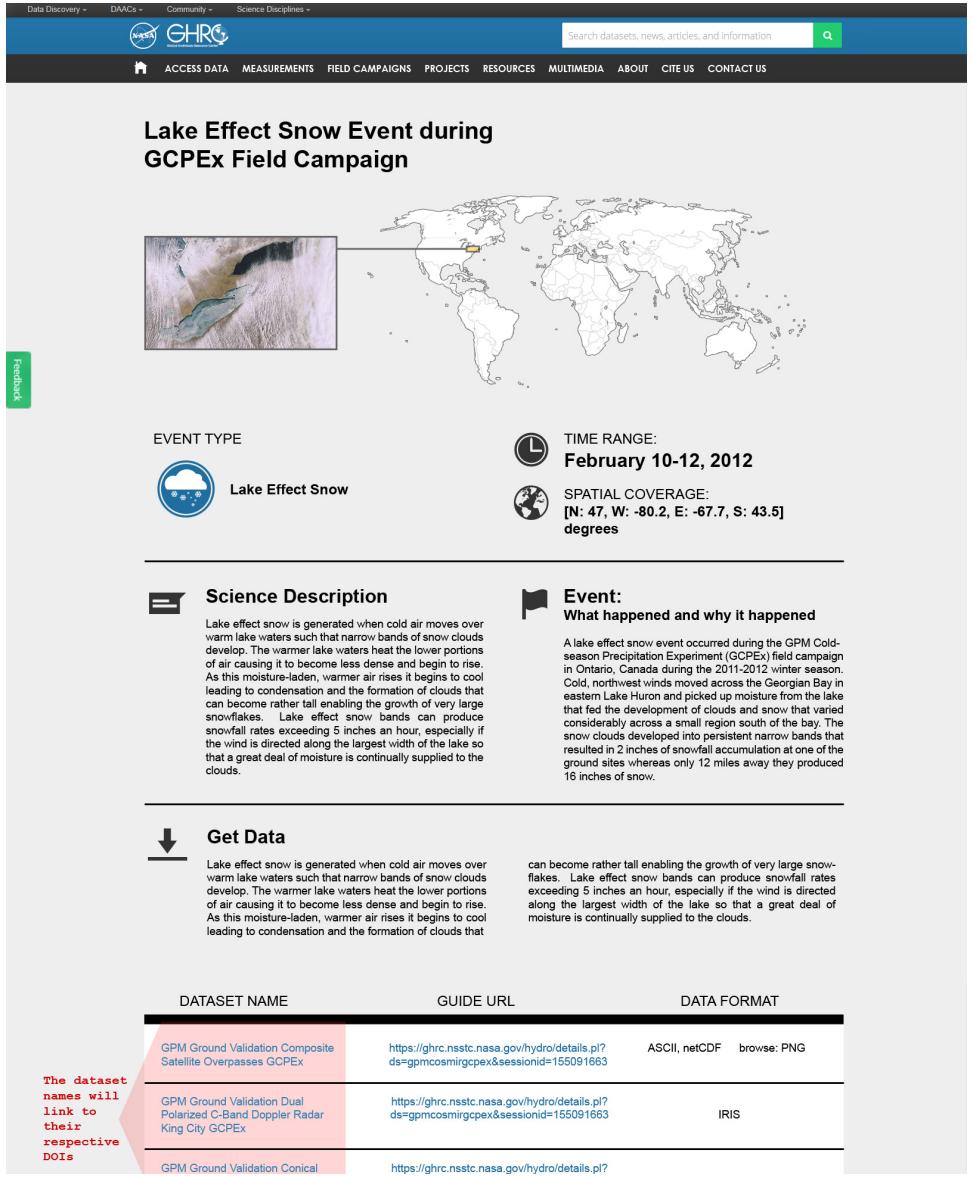
New Web Page Redesign Released June 2016





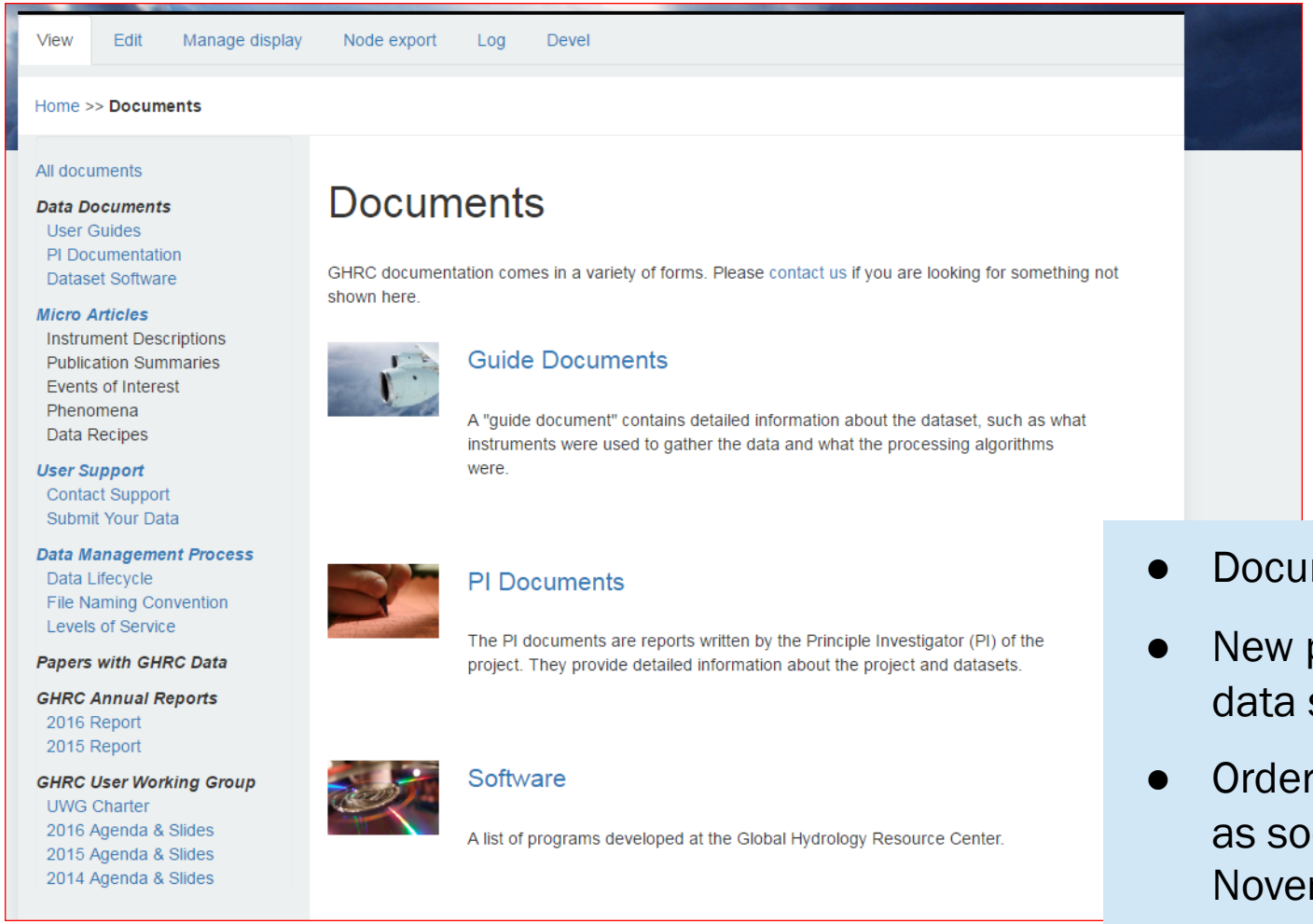
Has look and feel similar to ESDIS Earthdata site
Improved performance for tablet and phone

Added New Content (Micro Articles and Data Recipes)



- Four varieties of Micro Article:
  - Phenomena
  - Event Descriptions
  - Instrument Descriptions
  - Publication Summaries

Improved Documents Section Navigation



- Documentation page menu update
- New pages on data product maturity and data submission added
- Order of data documents will be improved as soon as software update completed (by November)

Add Data Product Maturity Information

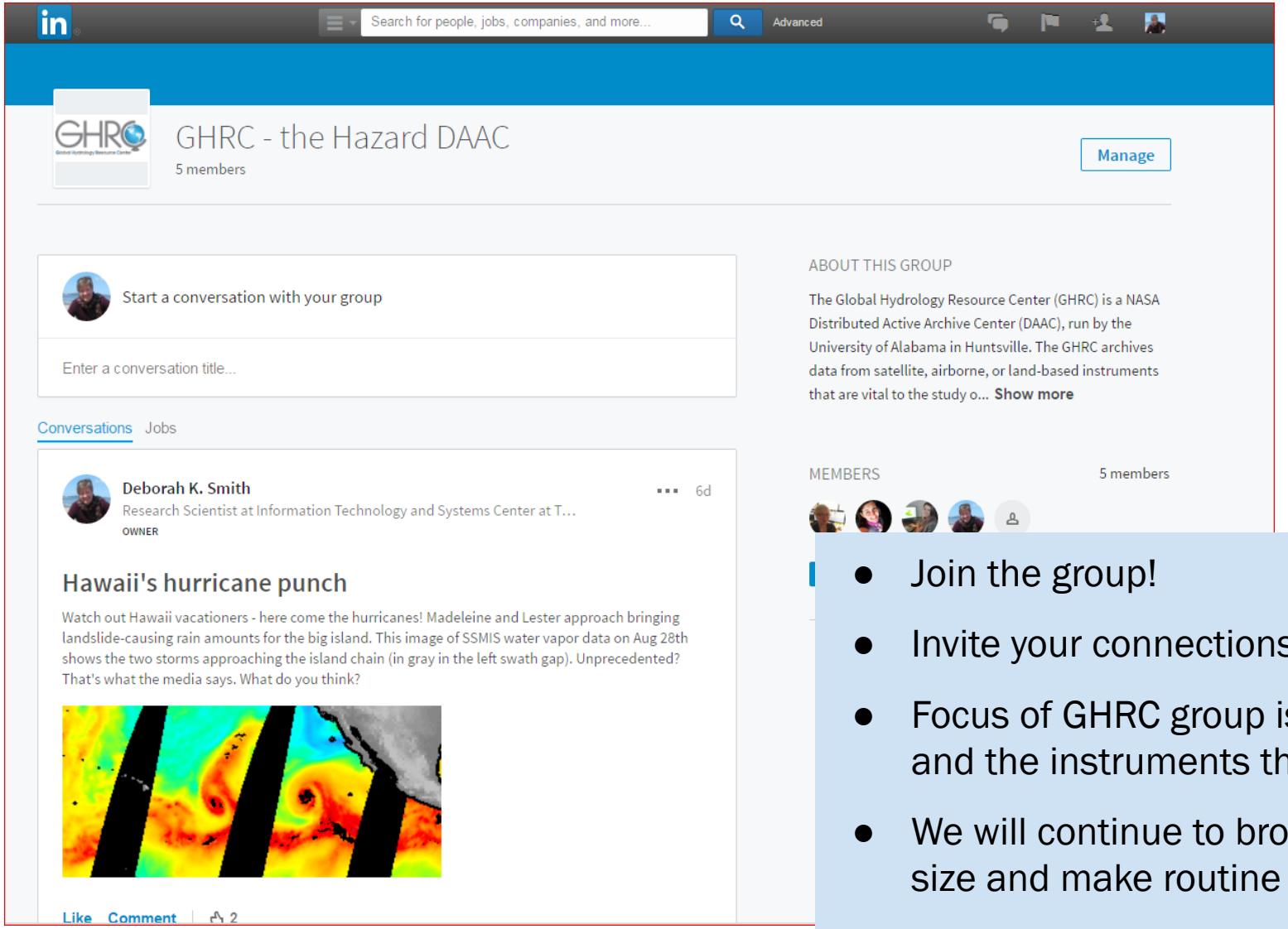
GHRC Data Product Maturity Table

Only primary GHRC data products are listed. Support data for campaigns or instrument datasets obtained from another data center have not been assessed.

GHRC DATA CATEGORIES	DATASET MATURITY
SATELLITE MISSIONS	
OTD swath data	Validated, L4
TRMM LIS swath data	Validated, L4
LIS/OTD climatologies	Validated, L4
LIS very high resolution climatologies	Validated, L4
AMSR2 LANCE products	Provisional
AMSU/MSU temperature anomalies	Validated, L4
NOAA AMSU atmospheric temperatures	Validated, L4
OLS analog lightning	Validated, L1
OLS digital lightning	Validated, L1
MEaSUREs DISCOVER PROJECT	
SSM/I and SSMIS v7 ocean products	Validated, L3 for TPW, wind,sst L2 for Rain, L1 for cloud
Merged TPW	Validated, L3
Merged ocean winds	Validated, L3
RASI products	Validated, L1
TMI ocean products swath	Validated, L3 for TPW, wind,sst L2 for Rain, L1 for cloud
FIELD CAMPAIGNS and EARTH VENTURES	
HS3 AVAPS	Validated, L1
HS3 CPL	Validated, L1
HS3 HAMSR	Validated, L1
HS3 HIWRAP	Validated, L1
HS3 HIRAD	Validated, L1
ACES lightning field campaign	Validated, L3

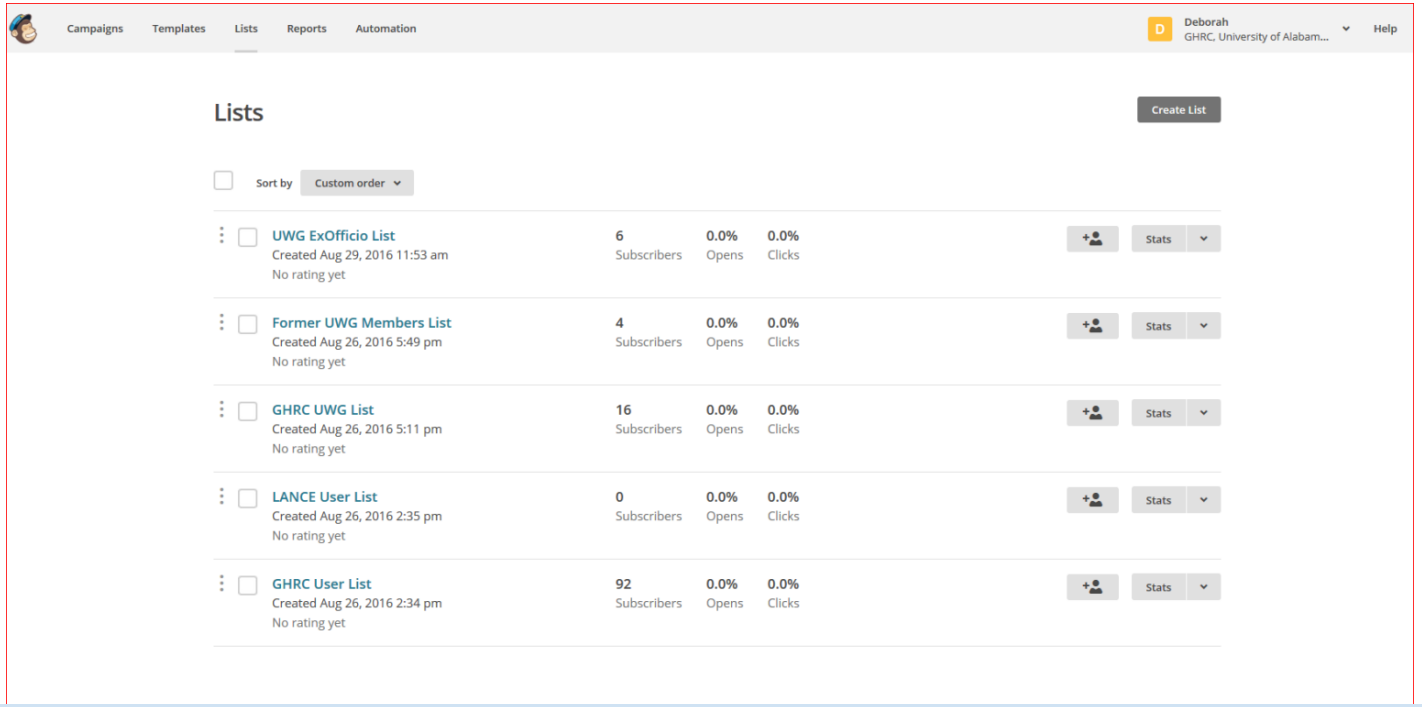
- Web page contains Data Product Maturity levels for primary GHRC products
- Support data originating from another data center were excluded
- We will next integrate maturity information into landing pages

Added New GHRC LinkedIn Group



- Join the group!
- Invite your connections to join the group!
- Focus of GHRC group is on Atmospheric Hazards and the instruments that measure them
- We will continue to broadcast to increase group size and make routine posts

MailChimp for User Email Campaigns



- Created Mailchimp account for contacting users
- Populated mailing lists with user emails of various categories
- Currently developing a template for mailings
- Next we will add mailchimp self-signup on web site pages with notification categories (lists) to choose from

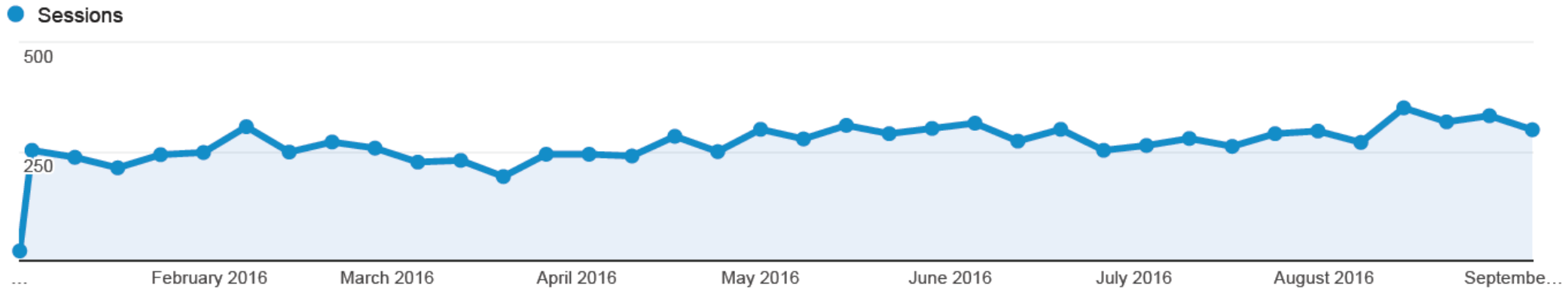
Why Look at User Metrics?

Added Google Analytics to GHRC web site so we can monitor usage and understand more about our users

From Google Analytics, we obtain information such as:

- Who our web site users are
- What percentage are new / returning visitors
- What countries outside US are visiting the web site
- What pages they visit
- What browsers are used
- Percentage desktop/mobile/tablet
- How long they stay on the web site and how many pages are visited
- Change in web site visits over time
- And more….

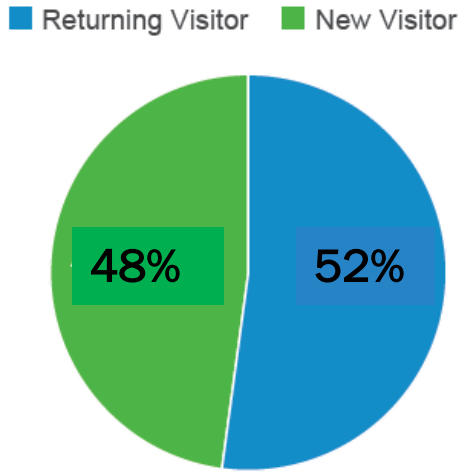
Web Site User Metrics



Sessions	Users	Pageviews
9,807	4,887	26,718

Pages / Session	Avg. Session Duration	Bounce Rate
2.72	00:03:16	53.49%

% New Sessions
47.83%

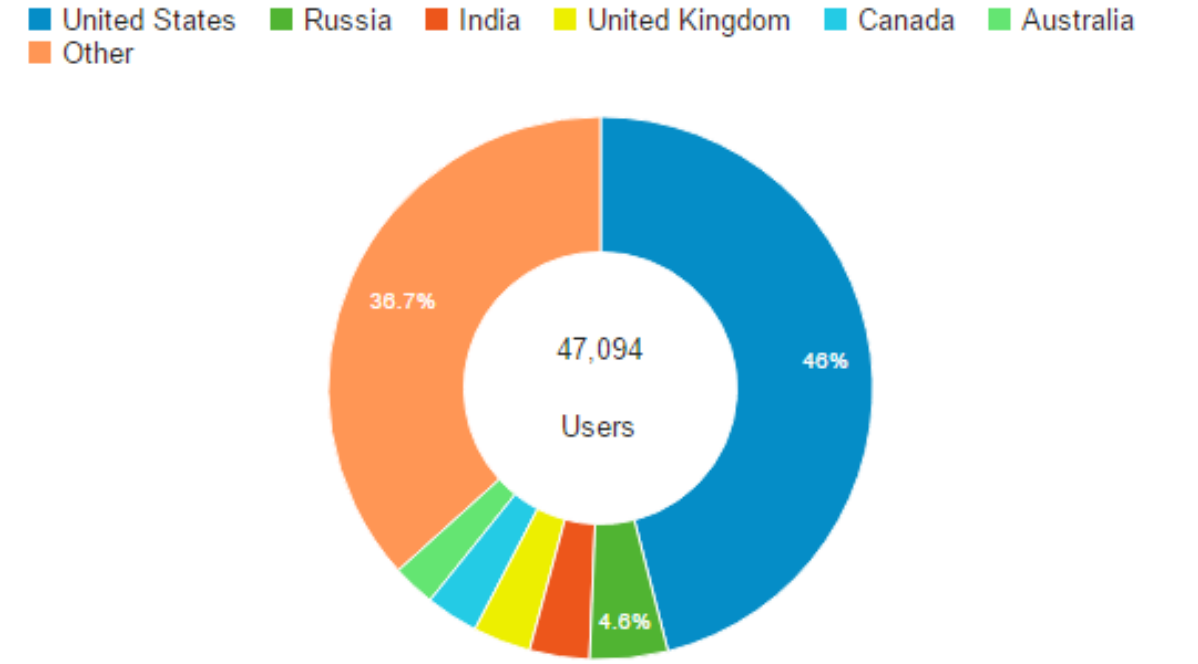


Web Site User Metrics

Users and Sessions by Country

Country	Users	Sessions
United States	21,669	35,699
Russia	2,177	3,061
India	1,678	2,365
United Kingdom	1,613	2,754
Canada	1,475	2,165
Australia	1,199	2,711
Germany	1,017	1,787
China	1,015	1,734
Italy	938	1,204
France	871	1,537

International Users



User Questions

- Kayako Earthdata ticket total since Aug 2013 = 197
- The questions are mostly about obtaining data for a particular date/time/location or asking a question about the data

Answering questions through the Kayako system is just one (fairly new) way that we help our users. Many users know to contact Sherry directly by email or phone.

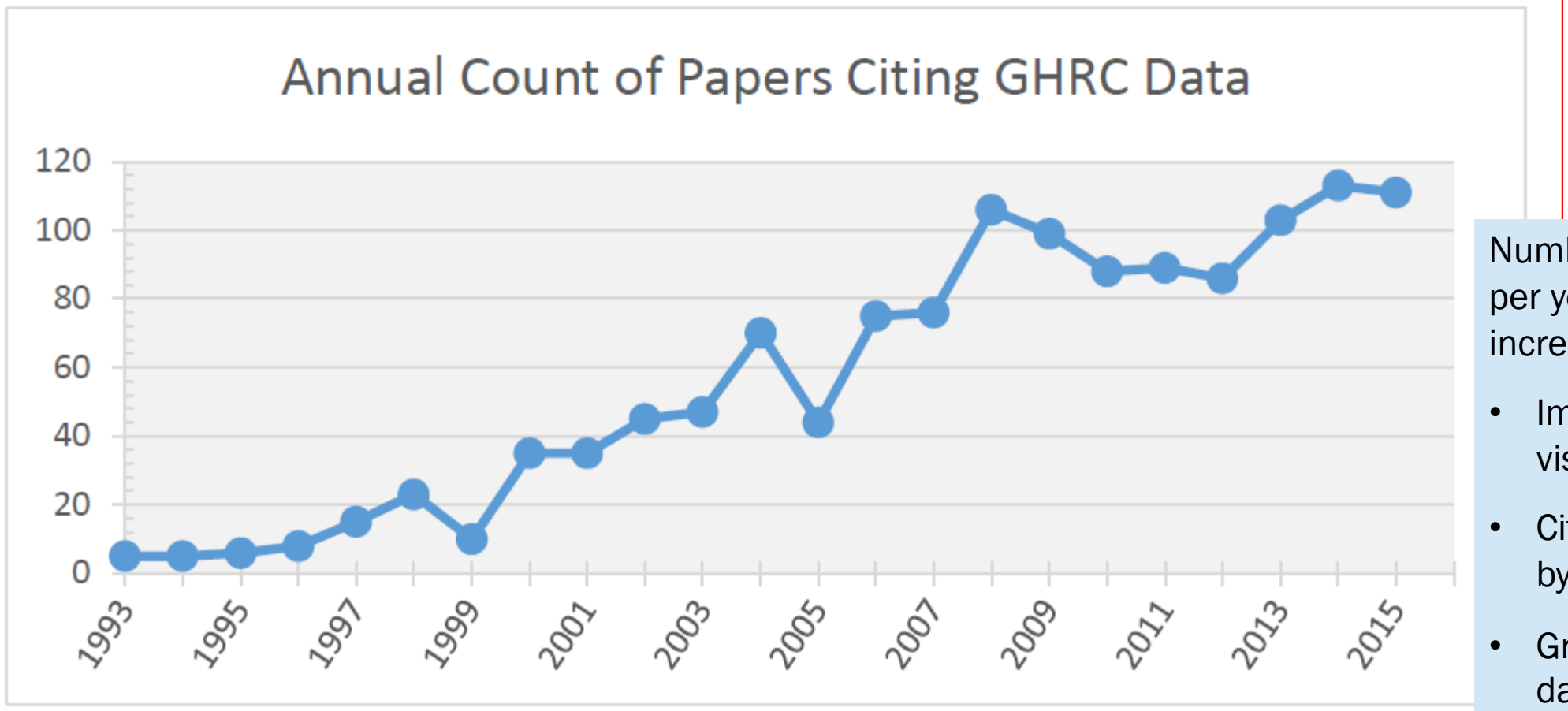
question about the data	34
data for a particular date/time/location	82
ftp problems	5
code request or problem	0
documentation request	2
missing data	1
validation/accuracy information	0
request for real time support	2
problem with the data	10
instrument information	2
kudos	0
notice of publication using data	3
contact information/acknowledgement information	8
file format GIS import	11
web page problem	9
request for data we don't have	7
other questions	21
Total closed tickets since Aug 2013	**197**

Publications

- Total confirmed publications using GHRC data in analysis as obtained from just Google Scholar during 2015 = 24, general automated network search without paper confirmation = 110

- Topics: (listed from most to least)
  - Lightning
  - Rain Validation
  - Microwave
  - Hurricane
  - Flood
  - Fire

Increase in Publications using GHRC Data Continues



Number of publications per year continue to increase. Likely due to:

- Improved GHRC visibility
- Citation requirements by journal publishers
- Greater number of data products
- Ease in locating citations

Goals for Coming Year

- Continue to develop new and further improve existing web site content
- Continue to improve web site function and navigation
- Further understand user web site activity and use findings to improve site
- Complete static web page migration
- Add user metrics to web pages
- Add Mailchimp notification self-signup to web page
- Post to LinkedIn group and increase participation

Questions

- Are you finding what you need on the GHRC Web site?
- Do you have any concerns about the ease of navigation?
- What other information would be helpful to have on the site (e.g., data set recommendations, latest publications, etc.)?
- Which events or phenomena are most important to you?

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